



Resort Advisory Commission
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RESORT ADVISORY COMMISSION
MINUTES

DATE: April 4, 2013
TIME: 3:00 pm
PLACE: Virginia Beach Convention Center, Meeting Room 3AB

COMMISSION MEMBERS PRESENT

Billy Almond, Vice-Chair
Sylvia Strickland
Michael Cloud-Butler
Bryan Cuffee
Craig Roback
Laura Habr
Gerrie West
Nancy Creech
Jim Davis
Bobby Melatti
Randy Thompson

Sam Reid

OTHERS PRESENT

Steve Herbert, City Managers Office
Bobby Levin, Strategic Art Solutions
Tom Ippolito, SEACOM
Diane Ippolito, SEACOM
Bill Reed, BEACON
Matt McInerney, VBPD, 2nd
John Uhrin, Council
Leo Ortiz, Virginia Beach Events, Unltd.
Barry Frankenfield, SGA/Parking Mgmt.

COMMISSION MEMBERS ABSENT

Preston Midgett
Art Webb
Ken Taylor
Kristina Chastain
Joe DaBiero
Tom Brown

CVB STAFF PRESENT

Mike Eason, SGA / Resort Mgmt.
David Fairbaugh, SGA/Parking Mgmt.
Robin Hart, SGA / Recorder

Vice-chair Billy Almond called the meeting to order at 3:05pm.

Motion carried to approve the March minutes as written.

Strategic Art Solutions presentation – Bobby Levin

Bobby Melatti introduces Bobby Levin, owner of Strategic Art Solutions. Bobby has been involved with film, performing and visual arts programs.

Bobby Levin's goal is to bring new and emerging forms of art, of museum quality, to the public. They can be commissioned by public or private entities. These are street art applications, which can be developmental, commercial, experiential, recreational, etc., and are worldwide. What used to be known as vandalism has morphed into graffiti and eventually into fine art and commercialized in the late 1980's. The same cycle happened again with street murals in the early 2000's.

Bobby believes that this art can reclaim and revitalize entire neighborhoods.

Bobby Melatti elaborates that he had looked at 17th Street for inspiration. He would hope that the project could reach the neighborhoods that cannot transform completely, but help the area transform itself as development occurs.

Places such as South Beach in Miami, as well as South Korea, have had success with their lifeguard stand art. They put something iconic on the lifeguard stand so children do not get lost.

It was noted that the art could enhance both Sense of Place and Sense of Arrival, and working together with other art groups such as the Public Art Commission, who discusses what to do on 17th and 19th Streets, could provide a lot of potential for the project.

The best way to advance the idea would be through Nancy Creech's committee, with proper planning. Putting the art on the backs of the lifeguard stands would not interfere with operations, and it could be similar to the sandcastle building where it is just as exciting to see them being painted as much as it is to see them finished.

Another idea for the artwork was as a design in Rudee Walk, where an indoor space can be created with art, along with banners.

Bobby Levin suggests that something more like a lighting installation could work under the bridge.

Bobby Melatti asks Mike Eason to set up a meeting with Kent Hennant and others to discuss the lifeguard stand art.

City of VB 50th Anniversary Celebration - Leo Ortiz

Leo summarizes the history of the area over the past 50 years, to 1963. Then, Virginia Beach was the eighth largest city and today they are the largest city in the State.

The ideas for the celebration will be to discover Virginia Beach, engage participation, market the milestone and provide entertainment.

Four major promotions are scheduled for the anniversary. One will promote 50 ways to live the life and 50 days of fun from May 4 to October 12. Another promotion will encourage community engagement by letting businesses promote this milestone through discounts and banners available to hang in their place of business. Marketing using a 40-page booklet (an insert in the Virginian Pilot on April 17), with print ads will highlight different icons in the city. In addition, radio, social media, and a website www.vblivingthelife.com, will be used for marketing. Fourth, large events scheduled will be promoting the anniversary, such as Beach Music Weekend, Boardwalk Art Show, and the Town Center Art & Wine event on May 11, and others.

Four events are scheduled specific to the anniversary celebration. (1) The Tidewater Winds are commissioning a piece to the City of Virginia Beach, called "Arise Atlantis" July 15 at 24th Street Park. (2) Symphonicity, along with the WannaBeatles, will have a production called, "1963 Was Only Yesterday", at the Sandler Center. (3) There will be a Virginia Beach Golden Age Celebration on Saturday Oct 12, at both the beach and the 31st Street Park, involving the Laskin Road corridor. The celebration will start in the Year 1963 and move into tomorrow, and will include the school system (bands, marching teams, etc.). They are trying to put the program together before Memorial Day so they will have all summer to practice. The bands will start with playing

“Louie, Louie” at the beginning of the route at Laskin Road, with the music becoming more modern as they reach the oceanfront. (4) There will be a New Year’s Eve event, called “Last Night on the Town” at Town Center on Tuesday Dec 31. Details are still being ironed out.

Bobby Melatti elaborates on the celebration. He is trying to replace the plastic boardwalk and connector park banners with 50th Anniversary banners (250 total). Chalk The Walk this year will have a 50th Anniversary theme. They will distribute 5,000 souvenir pins with 50th Anniversary Logo on it.

RAC Strategic Planning Session – Billy Almond

The commission ranked the top criteria on which to focus in first, second, and third order. It was a thorough exercise, and the results were provided at the City Manager’s meeting last week.

Each Chair, in turn, has their projects to work on for next year for their committees.

COMMITTEE REPORTS

Transportation, Parking, Pedestrian Committee (TPPC)

Mike Eason reports for Preston Midgett.

HRT gave a report on the three oceanfront shuttles. Ridership is down about 6.8%, and trolley alternatives discussed. The cost for city routes went up significantly, and there was discussion on alternatives. The process on investigating alternatives (to start with Atlantic Ave route and replicate throughout the city) will be directed to Mark Schnauffer in the Planning Department. Idea to be addressed to Mark at the next available TPPC meeting, and they can start the process of writing an RFQ, and city and federal subsidies need to be determined.

New signalizations for pedestrian crossing were discussed. The committee asked questions concerning traffic around the Dome site and parking garage. They requested that a traffic study be conducted at the Dome site area.

The committee requested that a pilot program instead of drafting a formal document, for the first year. The TPPC would evaluate after the first year and come back with recommendations. Mike is speaking to the attorneys and that request is being reviewed.

The pedi-cab operation is under discussion, and the question was asked whether Atlantic Avenue should be a part of that. The worry was that the pedi-cabs would slow service in the trolley lanes.

Mike says that they can make any changes at any time to the franchise agreement. Currently, the operator will not be allowed to have any advertising signage on the vehicles. The pickup area would have to be either private property or a connector park; at least a blocked street or side street, and west-side intersections only.

Mike asks for direction from the Commission so he can go back to the committee. Overall, members agreed that the operation added a nice flavor to the resort area. Risk management has reviewed the agreement.

Mike advises that law enforcement is willing to help us enforce the regulations if we explain to them what is needed. There was a suggestion to number the pedi-cabs so bus operators can call in violators and their locations on Atlantic Avenue, if need be.

It was pointed out that this same pedi-cab group is already servicing Town Center.

The motion to have the pedi-cab franchise owner be able to use the trolley lanes with the conditions specified with the franchise agreement, and be subject to immediate termination if the operator is found to be in violation. One opposed.

Planning Design Review Committee (PDRC)

Billy Almond reports that they discussed a CUP for a commercial parking lot, and have invited the applicant to come back for more discussion.

The proposed pedestrian crossing signs were reviewed and discussed. A new hybrid beacon video was shown to the committee.

The Cirque is planned for Rudee Loop area.

There is ongoing discussion about the Sister Cities Committee erecting peace poles in two spots: the oceanfront and town center. Discussion is ongoing.

Oceanfront Enhancement Committee (OEC)

Jim Davis reported that the committee discussed the Power of Change project, and sponsorships for the meters. Smart phone technology was discussed. They also started a dialogue with partners that might be able to take over the Power of Change project.

Resort Investment Committee (RIC)

Billy Almond reports for Chair Ken Taylor that the committee did not meet in March.

Communications Committee (CC)

Sylvia Strickland reports that the Communications Committee did not meet in March.

G.R.E.E.N. Committee

Laura Habr reports that the Communications Committee did not meet in March.

Staff Report

Mike Eason reports that there is no staff update.

New Business

None

Other business

None

Meeting adjourned at 4:25pm